

REGION 9 - DEVELOPMENT OF DIGITAL VISUAL MATERIALS FOR RECRUITMENT

ASCE Region 9 (the state of California) would like to invite Student Chapters and Younger Member Forums (YMF) to participate in an event to promote the Civil Engineering profession. The purpose of the activity is to develop digital video, music, and/or photo slideshow presentation to be used for:

- (1) the recruitment and transition of young engineers into ASCE and YMF activities, and
- (2) the recruitment of pre-college students into undergraduate civil engineering programs.

There will be funds to reimburse teams up to \$150 per school to purchase materials for the creation of the videos (ie music rights, props, rights to photos). This program is open to all 24 ASCE student groups in Region 9, each student group will be permitted to sponsor one team for each topic.

Each team will be comprised of three or more students, a YMF member, a practitioner advisor, and a faculty advisor. The advisors will provide input from the industry and university perspectives. The team will prepare a three to six minute presentation using digital video/photo/music slideshow format or combination thereof. Using an inspiring and uplifting message, each presentation will address one of the two possible topics, (1) the recruitment and transition of young engineers into ASCE and YMF activities and (2) the recruitment of pre-college students into undergraduate civil engineering programs. **Example videos are provided in the package.** A team may have two entries but only one entry in each of the two topic areas.

Teams will be responsible for acquiring their own photo, video, and music copyright use and license use in order to post presentation on the internet and website. Use of public domain material is also encouraged.

The following is the time for submittal:

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| • Competition announcement | August 1, 2008 |
| • Student team enrollment | October 1, 2008 |
| • Presentation preparation completion | January 1, 2009 |
| • Announcement of winners | At Region 9 awards banquet in
February, 2009 in Sacramento |

THERE WILL BE TWO PRIZES (ONE EACH CATEGORY) OF \$1,500 FOR THE WINNING TEAM(S)

We look forward to your participation in this event. If you have questions please contact Gary Gilbert at gary@diazyourman.com,



**AMERICAN SOCIETY OF
CIVIL ENGINEERS**

REGION 9

RECRUITING VIDEO COMPETITION APPLICATION

UNIVERSITY:

ADDRESS:

Street

City

State

Zip Code

PHONE NUMBER:

ASSOCIATE MEMBER OUTREACH VIDEO

ASCE STUDENT CHAPTER TEAM LEADER:

TEAM LEADER EMAIL ADDRESS:

ASCE NATIONAL MEMBERSHIP ID # OF TEAM LEADER:

PRE-COLLEGE OUTREACH VIDEO

ASCE STUDENT CHAPTER TEAM LEADER:

TEAM LEADER EMAIL ADDRESS:

ASCE NATIONAL MEMBERSHIP ID # OF TEAM LEADER:

- *Email the following Application to Gary Gilbert at gary@diazyourman.com. Please put ASCE Region 9 Contest in subject of email.*